

What is claimed is:

1. A tray adapted to be mounted on the steering column of a vehicle, comprising:  
a tray having a bottom wall portion and a front wall portion, a rear wall portion, and a pair of side walls, said tray defining a receiver for the secure insertion of a bottom portion of a cooler;  
the vehicle having an exposed steering column, said steering column being disposed at a predetermined angle of inclination relative to a vertical plane;  
the tray further comprising a steering column mounting portion having a steering column-receiving channel formed under said bottom wall portion in said steering column mounting portion;  
said steering column-receiving channel being formed substantially in the center of said steering column mounting portion;  
said steering column-receiving channel being formed at a predetermined angle relative to said vertical plane when said bottom wall portion is disposed in a substantially parallel relationship to a horizontal plane, said predetermined angle being substantially equal to the predetermined angle of inclination of said steering column; and  
attachment means for attaching the tray to said steering column and for positioning said bottom wall portion of said tray in said substantially parallel relationship to said horizontal plane when so attached,  
wherein the tray is formed and dimensioned between the front wall portion, the rear wall portion and the side wall portions to receive an associated cooler, which will snugly fit into said tray.

2. The tray according to claim 1, wherein the attachment means further comprises:  
a bracket assembly having an elongate portion which includes a longitudinal semi-circular portion that engages the steering wheel column in a sandwiched relation with the steering wheel column-receiving channel; and

the bracket assembly further including a flange portion on each side of the longitudinal semi-circular portion with a plurality of spaced-apart apertures for inserting fasteners to secure the tray to the steering column.

3. The tray according to claim 2, wherein the bracket assembly further comprises:  
two elongate members, each having a plurality of spaced-apart apertures corresponding to the apertures in the flange portions, the elongate members formed to be placed inside a hollow recessed portion formed in the steering column mounting portion of the tray, so as to act as a washer and spacer between a fastener nut and a surface of the hollow portion of the steering column mounting portion.

4. The tray according to claim 3, wherein the two elongate members each have aligned with the spaced-apart apertures, fastener nut recessed securement means formed to the shape of the fastener nut for holding each fastener nut in place when tightening each fastener bolt used to secure the tray to the steering column.

5. The tray according to claim 3, further comprising:  
at least one drain hole at a bottom of the hollow portion.

6. The tray according to claim 3, further comprising:  
a removable cover on the bottom wall portion of the tray, the cover having means for temporarily removing said cover to gain access to the inside of the hollow portion.

7. The tray according to claim 1, further comprising:

at least one drink holder means attached to an external wall surface of one of the front wall portion, the pair of side wall portions and combinations thereof.